

# e-mail

THE EBCO NEWSLETTER

VOL 28  
JULY  
2021



## MESSAGE

Proud to say we are an irreplaceable asset to the Indian Furniture Industry with the range of Products many of which are offered only by us.



## NEW CAMPAIGNS

Giving our ergonomic range a new voice with #NoCompromiseFurniture.



## VACCINATION DRIVE



In times of trouble, our first priority is the health and safety of our people. At the end of May 2021, Ebco conducted 1st dose vaccinations (Covishield) for approximately 1700 of its staff and their families, as well as many vendors and associates.

For our Palghar and Vasai locations, vaccinations were conducted at each respective factory in collaboration with dedicated medical staff from Sainit Hospital Boisar. For our Mumbai head office, vaccinations were conducted at Holy Family Hospital, Bandra. It makes us proud that Ebco was the first company in the district of Palghar to have its staff vaccinated. This was possible only because of a bold vision from our management, and an excellent team on the ground that executed the entire process professionally. This is the first of many steps we are taking to rebuild towards a better future after a very difficult year.

## HEALTH AND HYGIENE INTERVENTION AT NANDORE AND KOLGAON - PALGHAR



Menstrual hygiene and COVID-19 are challenges in India. The underprivileged communities at Nandore and Kolgaon, Palghar do not have easy access to and cannot afford to buy sanitizers, masks and sanitary napkins due to their economic background. Ebco identified these issues and took the initiative, together with Concern India Foundation, to distribute free sanitizers and masks to underprivileged communities through ASHA and Aaganwadi workers. Sanitary napkins were also distributed to adolescent girls who were also educated about the menstrual hygiene system and healthy habits that can be practiced.

## COVID SAFETY PRODUCTS



Safe Key



Door Opener Pedal



Door Opener Bracket

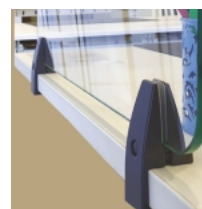


Table Partition Clamp Slim - Edge Mount

Table partition clamp Edge Mount  
Slim variation is ideal for 4-20mm THK glass or wooden partition.



FROM THE DESK OF THE  
MANAGING DIRECTOR

- G E O F F R E Y N A G P A L -

2020 had been a most challenging year with uncertainty, and now the first quarter of 2021 with the surge of Covid-19 cases all over India, the year ahead is also going to be a tough one and will test any organization. We are fortunate to have the goodwill of our workers, staff who have adhered to safety protocols, cooperation of our distributors and faith of our customers. We organized 3 separate vaccination drives in Palghar, Vasai & Mumbai for over 1700 of our employees with immediate family, vendors and associates. Safety for all is our 1st priority.

While the 1st quarter of the past financial year was a washout due to the lockdown, the last quarter has been very strong with April still stronger. A major cause of concern is the huge increase in raw material costs, especially steel, up 80% in the last one year.

We have used the last year to consolidate our Range, remove bottle necks and increase our warehousing

space with new warehouse in units 5 & 2. Another building at Plot 11 in Palghar is coming up for Bed/Sofa Fittings. Signs of confidence in our future. Capacity augmentation & automation will be our priority in this year.

Brand building has also been strengthened with our promos in the Australia/India & England/India cricket series. After all we are proud to be an Indian brand with a presence all over India. Proud to say we are an irreplaceable asset to the Indian Furniture Industry with a range of products, many of which are offered only by us. With an average of 150 products introduced a year, we have the widest range in the Indian market. Every segment is being strengthened.



# KITCHEN MIDWAY SYSTEMS



A new series of Kitchen Midway systems for best utilization of splash back area between overhead cabinets and below the counter cabinets. Easy to clip on shelves/ racks available that can be added/ removed or repositioned as per your work convenience.



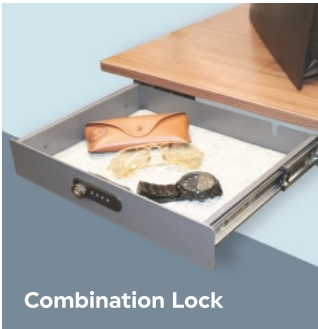
Scan to view product details



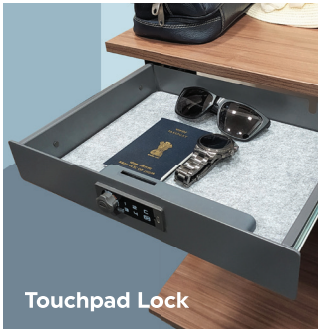
Single



Double



Combination Lock



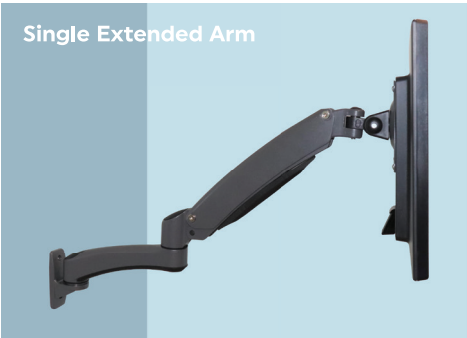
Touchpad Lock

## Safe Drawers - Mini

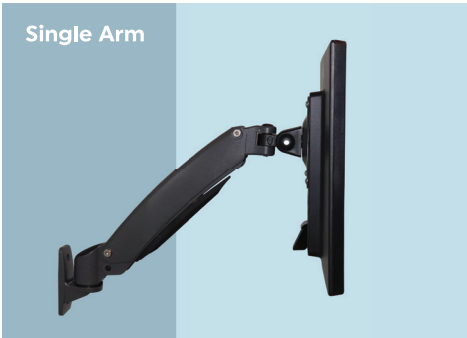
Secure your belongings with ready to use ceiling mount metal Safe Drawers. Compact and modern solution with felt mat. Available in different variants.



Scan to view product details



Single Extended Arm



Single Arm

## CMA Single Arm - Wall Mount

TWIST, TURN & LIFT to any position. A practical solution for work from home, commercial spaces, security offices, health care environments, etc.



WALL MOUNT APPLICATION



TILT RANGE  
+60° to -85°



SWIVEL RANGE  
+90° to -90°



SCREEN ROTATION  
360°



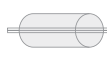
EXTENSION  
385/560mm



VESA COMPATIBLE  
75 X 75 & 100 x 100



SCREEN SIZE  
15" to 27"



CONCEALED WIRE MANAGEMENT



LOAD CAPACITY  
6kgs/arm



FROM THE DESK OF THE  
TECHNICAL DIRECTOR



- A S H L E Y N A G P A L -

This last year, as you will all agree, has been one of the most difficult periods in the history of the world, our country and our company. However, we believe, that with challenges also come opportunities and keeping safety foremost in mind, we at Ebco quickly went about implementing protocols and SOPs to resume work with heightened safety standards ensuring the wellbeing of all our employees. We have worked hard at gearing up our production facilities to take care of disruptions on several fronts. We have over the last few years been investing in automation to help with productivity, improving quality and becoming less labour intensive. This year too was no different and many such projects were successfully implemented, steadily transforming ourselves into a world class manufacturing facility.

'When the going gets tough, the tough get going', remote collaboration tools are transforming work habits positively. A combination of videoconferencing, messaging, phone and email ensures continued progress and many of our products were re-engineered to enable us to 'work from home'.

Many new products have been launched, some Covid safety related and all of the highest quality. Our Kitchen Midway System, Safe Drawer Mini, Security Door Latch, Steel Fix 16mm and new Sofa Cum Bed Fitting Click, are only a few of

the dozens of products launched during this challenging period. We specialize in 'Value Engineering' and these products have been appreciated for their aesthetics, high quality, incorporating many new features, and pricing.

Currently on order we have new, higher capacity production machinery that will help us enter the arena of larger, higher value products using fewer operations, thereby cutting costs and ensuring even better quality. Laser cutting technology has also been implemented to help with small, critical batches, there by cutting our development lead-times.

Our solar generation has been a big success and we hope to recover the investment in another three years' time. Many CSR initiatives like solar streetlights in the Palghar villages and donation of medical equipment to the Palghar rural hospitals have been done by us and appreciated by local bodies. This is in line with our belief of giving back to society and helping the community.

As I sign off, I take this opportunity to wish you and your families a safe year ahead and thank you all for your valuable feedback which is critical for us to maintain our high standards.





As families try to adapt and adjust to lockdown conditions, home is becoming the only space from where all activities are being conducted. For adults and children. For office work, schoolwork, entertainment and leisure. Worksmart offers the perfect solutions to make your home truly work for each of these needs. The father's work desk for online meetings, the child's school desk for online classes or music lessons, and even a space for setting up the family's home entertainment centre!

Choose from a wide variety of options, from the simple laptop stand and table bracket to the more elaborate Smart Lift Desk, pole shelving systems that can provide table and shelf spaces in one unit, accessories such as charging stations and extension USB ports, almost everything that makes it convenient to work from home for adults and do homework for kids!

**#WFH #Worksmart #WSFH  
THE SMARTEST WAY TO STUDY  
AND WORK FROM HOME!**

## SMART LIFTS

Worksmart Smart-Lift Desks are the perfect solution to enable you to **work sitting down or standing up**, at the exact height that suits your body! Choose from various options such as Electric or Gas lift technology, Height or Width adjustment, Single or Double pole structure, with tabletop or without tabletop, and Wall mount or movable.



**Smart Lift Electric basic**

**Width Adjustment:** 1150 - 1600mm  
**Height Adjustment:** 710 - 1120mm  
**Max. Load:**  
Static - 80Kgs; Dynamic - 60Kgs.  
**Input Power:** 100 - 240 V



**Smart Lift Single Leg -  
Gas Lift - Centre Pole 3**

**Height adjustment:** 748 - 1142mm  
**Tabletop size:** 690 x 480 x 18mm  
**Stroke:** 394mm  
**Load capacity:**  
Dynamic - 5Kg, Static - 50kg



**Smart Lift Folding Table -  
Gas Lift - Wall Mount**

**Height adjustment:** 646 - 1031mm  
**Tabletop size:** 600 x 400 x 18mm  
**Stroke:** 375mm  
**Load capacity:**  
Dynamic - 4Kg, Static - 40kg



**Scan to view  
SmartLifts range**





FROM THE DESK OF THE  
SALES & MARKETING DIRECTOR

- R A J E S H N A I R -

The last fourteen months have been most harrowing and desperate for all of us in India. The losses have been huge and most of them irreversible. However, it is important to not 'waste a good crisis' and change ourselves to become more resilient for the future. We have taken this opportunity to pause, to reflect on our priorities and to adapt to the new norm. We have become more conscious of our own health, more empathetic to the plight of others and more aware of the lifesaving contributions of our heroic health care workers.

This extraordinary time has also left millions of working professionals, students and teachers to explore new avenues to keep themselves on track. They were quick to adapt to online work and studies. Our ergonomic hardware solutions like SmartLIFT – height adjustable desks, simple folding table brackets became very useful and we have managed to deliver these even at the peak of restrictions, thanks to our distribution network. Our campaign 'HomeWork' creates awareness about 'Work and Study from Home' (we say WSFH instead of WFH) and the importance of having proper furniture, correct posture, being active and ergonomics.

Last year we took up the task of training our field sales force from every state by conducting online product training

sessions. In total, we have conducted over 200 sessions that covered more than 2500 individuals including that of our dealers and from furniture manufacturers. The results were amazing as we were able to train 7 times more than that of our usual training in Mumbai. These sessions not only provided the technical knowledge and confidence, but also kept many in positive frame of mind during the stressful lockdown period.

We completed and opened display centers in Nashik (NDC), Mysore (CDC), we doubled the Bangalore display center (in Koramangala) and a Livsmart Display at Gurgaon. Coming up this year are Coimbatore, Kozhikode and Chennai – all bigger and better.

On marketing front, we made a major shift from the traditional route by associating with cricket. Both India-Australia and India-England tournaments attracted mass attention. We have also extended our association with Jasprit Bumrah, Ebco's brand ambassador. We have assigned creative mandate to Infectious Advertising from this April.

As always, please do give us your inputs on products and services. Stay safe. Stay well.

## SPECIALTY HINGES



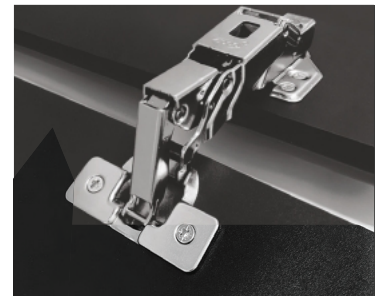
### E-Soft Hinge 3D – With Linear Mounting Plate

Specially designed hinge with 3D adjustment feature & 105° opening.



### 125° Hinge

This new soft close hinge is ideal for openable wardrobes with max opening of 125°.



### 155° Hinge (Zero Protrusion)

Specially designed ZERO PROTRUSION hinge ensures clear/non-obstruct opening of the cabinet door with 155° opening.



### Thick Door Hinge 15-35mm (Soft Close)

Specially designed hinge for shutter thickness of 15-35mm with 95° opening.



### Pivot Glass Hinge – 8mm

Specially designed hinge for small cabinets with glass doors of 6-10mm.

## SAP IMPLEMENTATION

We have now transitioned to SAP from April 1, 2021 after a delay because of the disruption caused by Covid-19. The new system has many sophisticated features, which were not available on our previous ERP system. SAP's refined functionality allows the system to not just be used for accounting, but also stock management, production, job work, logistics, CRM all with real-time tracking and communication with all our locations, and improved data management and security. Many of our internal systems have been streamlined over the last 3 months in preparation for the new system. This is the first step (of many) in the direction of modernizing our internal IT infrastructure.





FROM THE DESK OF THE  
PROCUREMENT DIRECTOR

- N I S H A N T N A G P A L -

The second wave of Covid-19 has been difficult for families and businesses alike. Despite never-seen-before raw material price spikes, an exponential increase in freight costs and a global supply chain crunch that came towards the end of 2020 and the beginning of 2021, our supplies have remained stable and our availability has improved greatly, especially during the 2nd quarter of 2021. We are in a strong position to respond to a market recovery and are working on strengthening the product range by responding to your valuable feedback. We are happy to inform you that Ebco now runs on SAP, we went live on April 1st. This was originally planned for 2020, but was on hold so that there were no further disruptions to an already

disrupted year with impact of Covid-19. All our plants and our head office have now settled with the new system. Once we achieve all our basic objectives in the next three months, such as ease and speed of use, data stability and accuracy, and advanced reporting, we will then move to make more advanced upgrades to various parts of our IT infrastructure.

We thank you for your trust and confidence in us and look forward to serving you better this year.



# POLE SHELVING SYSTEM

A sophisticated shelving system minimal by design, versatile and exceptionally flexible. Redesign your shelving system with new range of adaptors for various applications. Install glass shelves or pullout baskets or simply use the wardrobe rail as per your choice of combination.



Scan to view  
Pole Shelving  
Brochure



Concealed Slide  
Adaptor



Adjustable Glass  
Shelf Support



Rectangular  
Rail Support

## ALL NEW ZIPCO

The new corporate logo of Effipress Engineering Pvt Ltd "Zipco" fortifies their continuing endeavour to offer a wide range of furniture hardware solutions by adding Hinges, Telescopic Slides and others.

Old Logo



New Logo



## NEW INTRODUCTIONS BY ZIPCO



### Slip on Hinge

**Max. Opening:** 95°.

**Shutter Cavity:** Ø35mm, 11.4mm deep.

**Shutter Thickness:** 14-22mm.

**Finish:** Nickel Plated.



### Euro Slow Motion Hinge

**Max. Opening:** 105°.

**Shutter Cavity:** Ø35mm, 11.4mm deep. **Shutter Thickness:** 14-22mm.

**Finish:** Nickel Plated.



### Friction Stay SS

Manufactured out of stainless steel.

Can be used for wood, aluminum and UPVC windows. Multi-link mechanism ensures 88°/65° opening.

Scan  
to view





**Our time on this planet  
is borrowed from  
future generations.**

 Sustainability@Ebco

We conserve **500,000  
liters of rainwater**,  
reducing dependence  
on our rivers and  
lakes.

Sustainability@Ebco

Our ETP plant at Vasai  
recycles waste water  
which is then used in toilets  
and other processes.

Sustainability@Ebco



## ENVIRONMENT SUSTAINABILITY INIATIVES

We understand our responsibility towards the planet and have ensured that our manufacturing facilities adopt environmental friendly practices like rainwater harvesting and solar power generation. We implemented a responsible waste management system that follows an effluent treatment plan, waste segregation and recycling. Our gardens and organic fruit and vegetable plantations ensure reduction of pollution and provide clean air.

We generate power  
while the sun shines.  
509 kWh of it.

Sustainability@Ebco

We recycle a 100% of all bio-waste  
generated at all three plants and  
generate sufficient compost for  
our factory gardens.



200 species of trees,  
flowering plants and shrubs.  
We mean green.



Our organic vegetable and  
fruit tree plantation is  
a source of nutrition.



## NEW INTRODUCTIONS



Scan to view  
Product Details

**Cable Organizer Ø20 & Ø30mm**



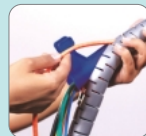
Neat &  
Aesthetic



Heat Resistance



Extensive  
Application



Easy to  
Replace Cables



Size: Ø20 & Ø30



Flexible & Reusable



Customizable:  
Cut to size



Black, White & Silver



**Sleek Telescopic Drawer  
Slide (I) 30Kgs**

Now smaller height (35mm)  
Telescopic slides for higher (30Kg)  
applications.



**Table Bracket - Mini**

This is an extremely compact folding  
table fitting for multiple applications,  
that too with 80Kg of load bearing  
capacity.



**Steelfix Housing**



**Adjustable Glass Shelf Support**



**Table Bracket - Damper**



**Rivet Nuts**



**Security Door Latch**



**Bed Crossbar Clamp / Telescopic**



## SPACE SAVERS FOR KITCHEN



### Kitchen Pantry Unit – 450/600

This new kitchen pantry unit can be used with 125° Hinge. It is now available with two options – Flat Base Basket & SS Basket and in two widths of cabinets – 450 & 600mm. Height adjustment feature allows you to mount more than 6 baskets (SS304 Baskets are available separately).

**Load Capacity:** 60 Kgs.



### Bottle Pullout Soft Close – 2 Tier

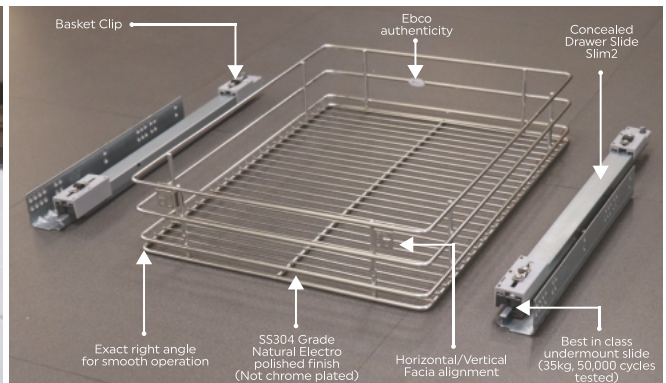
Ideal solution for kitchen narrow base cabinets where small and different things can be stored in an organized manner. Comes in full set with Baskets, Concealed slides & a Mounting kit. Available in three sizes: 100mm (For 150mm cabinet), 150mm (For 200mm cabinet), 200mm (For 250mm Cabinet).

**Load Capacity:** 30 Kgs



### Double Corner Pullout Polymer – 450 (Soft Close)

Thoughtfully designed for corner cabinets. Soft closing with easy pullout ensures smooth & effortless functioning.



### New Undermount Basket Series

This new series of SS304 Undermount Kitchen Basket with Concealed Drawer Slide Slim-2 & Basket Clips are space savvy and ideal solutions for storing kitchen utensils. Available in different variants to choose from – Plain, Cutlery, Cup & Saucer, Plate & Thali.



#### Kitchen Pulldown System 900mm

Provides easy access to over head cabinets Soft pulldown & Soft lift up with load adjustment feature. Available in two options - SS 304 Basket/Glass Basket.

**Cabinet internal width:** 864-868mm.



#### Drawer Plate Organiser with End Cover

Add on Drawer plate organiser with end cover, which can be positioned inside Drawer, Cabinets, or on the kitchen countertop. Comes in one size and two end caps.



## WASTE MANAGEMENT & ACCESSORIES



#### Pull Out Waste Bin - 40L

Ideal for wet & dry waste management. Comes with a new separator.



#### Micro Bin 2

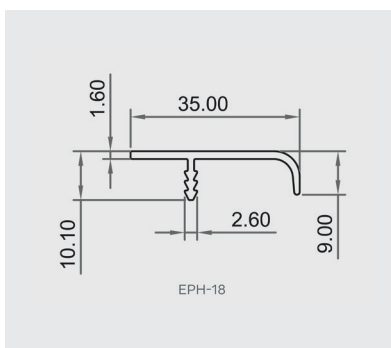
Compact and space-savvy Micro Bin 2 with 5-liter capacity. Ideal for multiple applications - kitchen, bathrooms, walk-in wardrobe units, work desk units, vanity vans, etc. Comes with a removable lid.



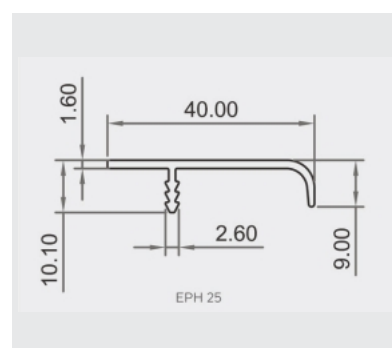
#### Undersink Drawer Tray

Thoughtfully designed under sink drawer tray with unique 'U' shape design to fit underneath any sink in kitchen & bathroom. Made for drawer with a depth greater than 350mm.

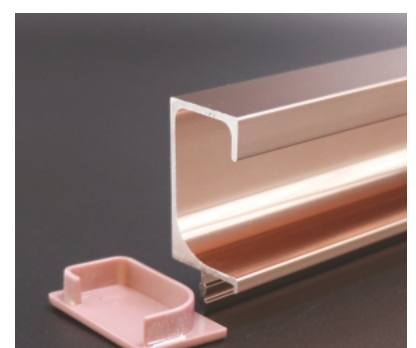
## ALUMINIUM PROFILES & HANDLES



Edge Profile Handle 18mm



Edge Profile Handle 25mm



End Cap for Shutter Handle - 1935



## HI SLIDES



### Hi Slide 90 Soft Close

Hi Slide 90 is now available with soft close and soft open feature which ensures effortless functioning.

**Load Capacity:** 90 Kgs. **Shutter Size :** Width = 950 mm (min.),  
**Thickness:** = 18mm (max.) for Twin Track.



Scan to  
view Cabinet  
Construction  
Details



### Hi Slide & Fold 20-25

Ergonomically designed for sliding folding shutters with soft close, soft opening function, and superior rolling system.

**Details for Single Door:**

**Door Width:** 300-600mm, **Door Thickness:** ≥16mm.

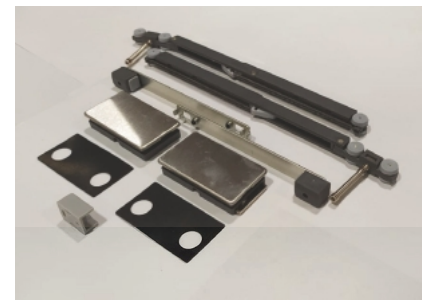


### Hi Slide 50 Reversible (Soft Close)

Effortless sliding system with soft close and soft open feature. Ideal for bulk volume production with surface mounting track and no routing required.

**Single Door :**

**Load Capacity:** ≤ 50kgs. **Door Width:** 300 - 1200 mm;  
**Height:** ≤ 2500 mm.



### Hi Slide Glass Display – 15

Ideal for retail display cabinet, showcase furniture like bookshelves and TV unit, kitchen wall unit, bathroom furniture, etc.

**Max door size:** (H) 700 mm x (W) 1200 mm.

**Max weight per door:** 15kgs.



## SPACE SAVERS FOR BEDROOM



### Foldable Bed

Ready to use rollaway bed that can be folded and stored easily inside the cabinet or slid away beneath the bed when not in use. Ideal to use at home, hotels, hostels, garden area etc.

**Size:** Open Position - 1970 (L) x 760 (W) x 410 (H); Close Position - 730 (L) x 760 (W) x 410 (H)  
**Finish:** AT.



### Wall Bed Single

Vertical pulldown Wall bed system is ideal for compact rooms, guest beds, children's room, hotels, etc. This space-saving solution comes with folding legs.

**Bed frame:** 2000 X 900mm.  
**Load capacity:** 1200N.

## LIGHT IT UP!

New linear lights with 24V for various applications - Recessed mount & Edge Mount for glass & wooden shelves. Suitable for residences, commercial offices, retail outlets, showrooms etc. Available in various options to choose from.



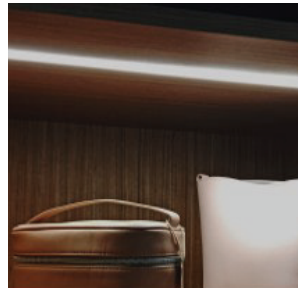
Scan to view  
Product Details



Linear Recess 9mm



Linear Recessed Slim 8mm  
with PIR sensor



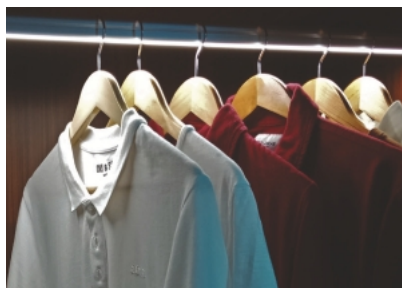
Linear Recessed 15mm with  
PIR sensor



Linear Two Way 18mm -  
With Hand Shake Sensor



Linear 2 Way Glass 8mm with  
Door Trigger 2 Part Sensor



Linear Wardrobe Oval with  
Door Trigger 2 Part Sensor



Linear 2 Way Angular 18mm  
with Door Trigger 2 Part Sensor



**Reza Kabul (Reza Kabul and Associates – Principal Architect, Bandra)**

Ebco has been one of our go to furniture hardware solutions provider. Being one of the oldest and esteemed brands in the market, they have ensured unique good quality products with a wide variety of selections that best cater to our design needs. Their products are aesthetically designed and heavy-duty, and that helps achieve the design vision of the spaces. Our experience with Ebco has been great and the quality vs cost factor has always been on point. Their strong distribution network ensures that our pan-India projects stay on schedule. We at ARK look forward to partnering with Ebco on our future projects.



**Rhushikesh Shetye (Mark 7 Principal Architect – Navi Mumbai)**

We are glad to confirm that Ebco has given good services for our interior work. We are satisfied with the Ebco furniture fittings & accessories and we would like to recommend it for interior hardware accessories. We will also be glad to provide any feedback on the same personally if required



**Arindam Ghosh (Managing Director - Decor'x Interiors Pvt. Ltd., Kolkata).**

We are very pleased with the quality of service that EBCO - Livsmart provides us with. We feel proud to involve you as our hardware partner loop. We sincerely appreciate your responsiveness and the way you conduct business. We have recommended your company to others because we are highly satisfied with your service. It's been an exceedingly pleasurable journey with you. We are looking forward to continuing business with you for years to come.



**Indranil Dhar (Principal Architect - Dhar Consultants Pvt Ltd, Mumbai)**

We, at Dhar consultants have been having a very good support and service from Ebco Team for our multiple projects for the last couple of years which is the bane of our decisions to Standardise ebco products not just because of their product quality but also their ever commitment towards our projects. Appreciate this Ethos of the company ingrained in their company executives.



**Prashant Phatak (Sr. Project Interior Designer – Somaya & Kalappa Consultants, Mumbai)**

Ebco has excellent product range and solutions for all our thoughts. We prefer Ebco as they offer quality and value for money products. Their products are designed with elegance, which suits our designs. One stop solution for all Architects, Interior Designers and Contractors.



**Kingshuk Ghosh (Managing Director -Ergo Woodlines Pvt. Ltd, Kolkata)**

We have been working with Ebco for over 12 years and during that time I have seen a consistent rise in quality and innovation. They have the ability to listen to the needs of the industry and bring in solutions very quickly. Very knowledgeable and helpful technical staff. Easily navigable and compact catalogue. Their attention to quality is what makes me choose them every time.



**Subhangi Vaidyanathan (Founder – Furnicheer, Navi Mumbai)**

I am happy to share my experience in dealing with a more than 50-year-old Indian hardware solution providing company. My exposure to Ebco started in my internship days as an interior designer 3 decades ago. There was no stopping since then. We at Furnicheer now use only ebco products. The following describes ebco #down to earth company with values, #absolutely professional and ever helpful team, #constantly evolving and innovating new product lines, #stickler for quality and competitive pricing #iloveebco.



**Pranav Naik (Principal Architect - Pomegranate Design Studios)**

Ebco is a company whose products we grew up with, and over the years it has grown, and constantly improved to bring designers solutions they were looking for, without having to look outside the country. We are excited to work with Ebco on ongoing, and present projects!



**Mugdha Bijwe (Principal Architect – 99Windows, Mumbai)**

Anyone who visits the display center and meets the team, feels so much of comfort and satisfaction to know that an Indian brand can also be so well and stand strong in the international competition. I always promote all my clients to once visit their national display center so that they actually can get more ideas, which can be accommodated in their homes and offices. Be it about their service or suggestions they do it very effectively.



**Manish Biyani (Director - Uniworth Furniture Manufacturing, Kolkata)**

Our business association with Ebco has been for years now. We are quite satisfied with their products both in terms of design and quality. They are continuously innovating and evolving their products and this really helps in delivering best quality furniture to our customers. Also need to appreciate their team of sales and service which is always there to assist technically and help in assuring timely delivery. We look forward to many more years of association with them.



**Yash Agarwal (Director - Sagar Metal Forming, Guwahati)**

We are glad to be working with Ebco, who are one of the most recognizable hardware brands in India. When our customers & channel partners know that we are using Ebco fittings, it reassures them that we are keeping up with our promise to provide the best quality fittings with our products.

## MARKETING ACTIVITIES



### JASPRIT BUMRAH - BRAND AMBASSADOR

We are proud to have Indian fast bowler Jasprit Bumrah as our brand ambassador. His diligence and sheer dedication makes him an inspiration for millions. We are elated to have extended our partnership with him for another 2 years.



### EBCO NDC - 360° TOUR

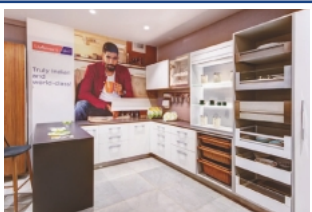
Walk into our National Display Center, Mumbai, without stepping out of the house. Just scan the QR code for a virtual tour.

## DISPLAY CENTER & TRADE FAIRS

### NDC



BANGALORE NDC



NASHIK NDC

### CDC



TRIVANDRUM CDC



MYSORE CDC



# CRICKET ASSOCIATIONS

Ebco had tied-up as a sponsor for international men's cricket tours. We were associated with the ODI and Test series in India's tour of Australia and England's tour of India.

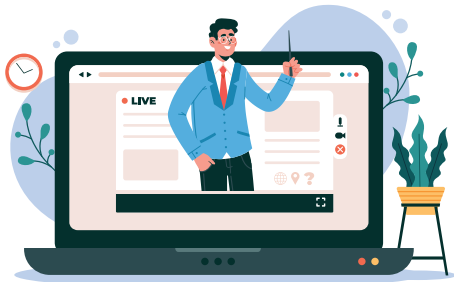
## INDIA'S TOUR OF AUSTRALIA - TEST & ODI SERIES



## ENGLAND'S TOUR OF INDIA



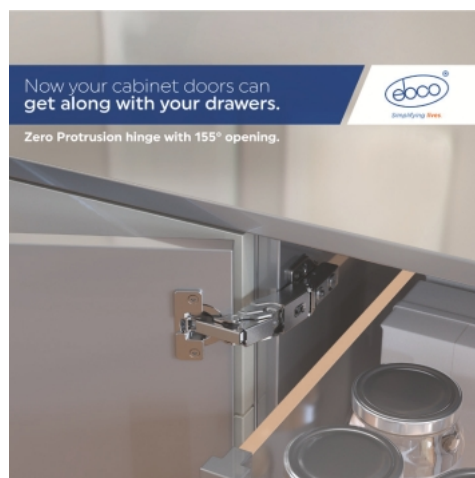
## ONLINE TRAINING



The trend of online learning in place of in-person training has benefitted us greatly. We continuously conduct online training sessions to introduce our vast product range, along with new product launches during the past year, to our distributors, sales teams and new recruits. Since lockdown started, we have conducted about 180 live training sessions, covering more than 2,250 no. of participants. Ebco has found these sessions very useful as they both introduce and refresh product knowledge and applications for a variety of people, bringing them up to a common level of understanding and awareness.

## SOCIAL MEDIA PRESCENCE

We actively maintain a presence on various mediums to stay connected with our customers. We ensure that there is a channel of communication with our audience on platforms like YouTube, LinkedIn, Facebook, Instagram, Twitter.





Our products are easily available through a network of 29 Authorized Distributors, which supply more than 5,000 dealers and hardware shops around the country. We have number of exclusive product display centers around the country – one in every major city of India and new ones opening every year. These are consistently updated to exhibit the latest additions to our ever-widening range; and provide venues for product training and after sales support for installation.



**- BROCHURES**  
**- LEAFLETS**  
**- CATALOGUES**